



San Diego City Attorney Michael J. Aguirre

NEWS RELEASE

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PACIFIC BEACH PORTRAITS OWNERS CONVICTED ***WEDDING PHOTOGRAPHER/BRIDAL SHOP OWNER PLEADED TO*** ***MULTIPLE COUNTS IN WEDDING PHOTOGRAPHY SCAM***

Roddy Ruvalcaba, former owner of Pacific Beach Portraits and Serafino Bridal pleaded guilty to six criminal counts including multiple counts of grand theft, false advertising, and vandalism. Mr. Ruvalcaba was ordered to complete 270 days custody, complete three years of probation, pay a \$1,000 fine, pay nearly \$50,000 in restitution to sixty-one couples and is banned from working as a wedding photographer.

The case began when numerous newlyweds did not receive their wedding photographs. The brides and grooms were left holding the bag when Pacific Beach Portraits shuttered its doors and the owners, husband and wife team, Roddy and Ronaele Ruvalcaba, fled the jurisdiction. The newlyweds filed complaints with the Consumer and Environmental Protection Unit of the City Attorney's Office. "The case was fraught with emotion as wedding photographs are one of the most important remembrances of a couple's special day," noted prosecuting Deputy City Attorney Cindy Davis. "The brides and grooms were very upset and have been vigilant in their desire for prosecution."

"The Office is very pleased with the results for the newlyweds. Because Mr. Ruvalcaba was ordered to pay victim restitution and will be placed into custody – this is an excellent result for a case stemming from what the defense had argued was a business failure," said City Attorney Michael Aguirre.

Ronaele Ruvalcaba had previously entered a plea to multiple criminal charges and was placed on probation, ordered to perform thirty days of public work service, pay a \$1,000 fine, and ordered to pay victim restitution along with her husband.

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